

The Marlboro  
Country Store

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**The Marlboro Selson**  
A good hat is a cowboy's  
constant companion, the

first thing he puts on in the morning, the last thing  
he takes off at night.

The way you shape your hat crease it and roll the  
brim can make it a very personal possession. Use your  
fingers and the flat of your hand to shape it. Keep  
working the crease in. Before long it will stay in.

### Care and Cleaning

- If the hat gets damp or wet, let it dry in the open air  
or at room temperature with air circulating around it.  
Set the brim on a flat surface. Don't let it hang over  
an edge, or the brim may lose its shape when it dries.
- Professional cleaning is recommended to remove  
ground-in dirt and stains. To remove light dust, use a dry  
sponge or Terry cloth. Brush lightly, counterclockwise,  
because the fur of the hat is laid counterclockwise.  
Brushing in the wrong direction may raise the fur.
- If you store the hat for any length of time, keep it in  
its box. Rest the hat upside down, on its crown.

